

Abstract

A computer system which allows a company to keep a detailed record of its sales and marketing activities, and in particular keep track of sales and marketing activities performed by sales representatives employed by the company. The computer system comprises a server connected to the Web, a plurality of client computers also connected to the Web and having access to the server via the internet, software to render sales and marketing support services, and a database to store information. Part of the software, a **TRACKER™** tool allows a sales representative to keep track of his sales and marketing activities, a **LEADS HARVESTER™** tool automatically generates sales leads in the form of email addresses of likely customers, and a **FOLLOW-UP SEQUENCE™** tool allows the user to design and implement automated email-based marketing campaigns. A method of tracking sales and marketing activities of a sales representative, automatically generating a plurality of sales leads pertaining to a warm market, and implementing an automated email-based marketing campaign. A Web site to assist at least one user with sales and marketing activities.